



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**Main: (334) 288-1212**  
**Billing: (334) 288-1212**

[www.wsfa.com](http://www.wsfa.com)

Billing Address:

**Front Line Strategies**  
**Attention: Accounts Payable**  
**526 East Park Avenue**  
**Tallahassee, FL 32301**

Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-2	10/01/17	October 2017	09/25/17 - 09/26/17

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

Flight Dates	Order #	Alt Order #
09/11/17 - 09/26/17	1808257	08778591

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
13	09/25/17	09/26/17	Today In Alabama	6a-7a	MT-----	:30	2	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 MT----- 2 \$175.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WSFA	M	09/25/17	6:46 AM	Today In Alabama	6a-7a	:30	FLSM1908H	\$175.00 NM
1	WSFA	Tu	09/26/17	6:30 AM	Today In Alabama	6a-7a	:30	FLSM1908H	\$175.00 NM
14	09/25/17	09/26/17	NBC Today Show	7-9am	MT-----	:30	2	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 MT----- 2 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WSFA	M	09/25/17	8:39 AM	NBC Today Show	7-9am	:30	FLSM1908H	\$115.00 NM
1	WSFA	Tu	09/26/17	8:39 AM	NBC Today Show	7-9am	:30	FLSM1908H	\$115.00 NM
15	09/25/17	09/26/17	NBC Today 2	9-10am	MT-----	:30	2	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 MT----- 2 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WSFA	M	09/25/17	9:28 AM	NBC Today 2	9-10am	:30	FLSM1908H	\$115.00 NM
1	WSFA	Tu	09/26/17	9:59 AM	NBC Today 2	9-10am	:30	FLSM1908H	\$115.00 NM
16	09/25/17	09/26/17	NBC Today Show 3	10-11am	MT-----	:30	2	\$75.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 MT----- 2 \$75.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	10:55 AM	NBC Today Show 3	10-11am	:30	FLSM1908H	\$75.00 NM
2	WSFA	Tu	09/26/17	10:33 AM	NBC Today Show 3	10-11am	:30	FLSM1908H	\$75.00 NM

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-2	10/01/17	October 2017	09/25/17 - 09/26/17
Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	09/25/17	09/26/17	ALABAMA LIVE @ 11A	11-1130Am	MT-----	:30	2	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 MT----- 2 \$70.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	11:12 AM	ALABAMA LIVE @ 11A	11-1130Am	:30	FLSM1908H	\$70.00 NM
2	WSFA	Tu	09/26/17	11:30 AM	ALABAMA LIVE @ 11A	11-1130Am	:30	FLSM1908H	\$70.00 NM
18	09/25/17	09/26/17	ALABAMA LIVE @ 1130 AM	1130A-12P	MT-----	:30	2	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 MT----- 2 \$70.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	11:37 AM	ALABAMA LIVE @ 1130AM	1130A-12P	:30	FLSM1908H	\$70.00 NM
2	WSFA	Tu	09/26/17	11:58 AM	ALABAMA LIVE @ 1130AM	1130A-12P	:30	FLSM1908H	\$70.00 NM
19	09/25/17	09/25/17	WSFA 12 News at Noon	12-1230pm	1-----	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$225.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	12:09 PM	WSFA 12 News at Noon	12-1230pm	:30	FLSM1908H	\$225.00 NM
20	09/25/17	09/25/17	WSFA 12 NEWS AT 4P M	M-F 4-430P	1-----	:30	1	\$135.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$135.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	4:08 PM	WSFA 12 NEWS AT 4PM	M-F 4-430P	:30	FLSM1908H	\$135.00 NM
21	09/25/17	09/25/17	WSFA 12 NEWS AT 4P M	M-F 430-5P	1-----	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	4:55 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1908H	\$115.00 NM
22	09/25/17	09/25/17	WSFA 12 News at Five	5-530pm	1-----	:30	1	\$420.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$420.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	5:15 PM	WSFA 12 News at Five	5-530pm	:30	FLSM1908H	\$420.00 NM
23	09/25/17	09/25/17	WSFA 12 News at Six - MF	6-630pm	1-----	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$350.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	6:17 PM	WSFA 12 News at Six - MF	6-630pm	:30	FLSM1908H	\$350.00 NM
24	09/25/17	09/25/17	WSFA 12 News at Ten - MF	10-1035pm	1-----	:30	1	\$415.00	NM

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



## INVOICE



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1808257-2	10/01/17	October 2017	09/25/17 - 09/26/17
Advertiser		Product	Estimate Number
POL/Moore, Roy/Senate		ROY MOORE FOR SENATE	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17   10/01/17   1-----                   1       \$415.00									
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
1	WSFA	M	09/25/17	10:21 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	FLSM1908H	\$415.00 NM
36	09/25/17	09/26/17	Today in Alabama	5am	5-530a	MT-----	:30	2	\$85.00 NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17   10/01/17   MT-----                   2       \$85.00									
1	WSFA	M	09/25/17	5:23 AM	Today in Alabama 5am	5-530a	:30	FLSM1908H	\$85.00 NM
2	WSFA	Tu	09/26/17	5:21 AM	Today in Alabama 5am	5-530a	:30	FLSM1908H	\$85.00 NM
39	09/25/17	09/26/17	Today in Alabama	530a	528am-6am	MT-----	:30	2	\$100.00 NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17   10/01/17   MT-----                   2       \$100.00									
2	WSFA	M	09/25/17	5:44 AM	Today in Alabama 530a	528am-6am	:30	FLSM1908H	\$100.00 NM
1	WSFA	Tu	09/26/17	5:38 AM	Today in Alabama 530a	528am-6am	:30	FLSM1908H	\$100.00 NM
42	09/25/17	09/26/17	Today In Alabama	6a-7a	6a-7a	MT-----	:30	2	\$175.00 NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17   10/01/17   MT-----                   2       \$175.00									
2	WSFA	M	09/25/17	6:10 AM	Today In Alabama	6a-7a	:30	FLSM1908H	\$175.00 NM
1	WSFA	Tu	09/26/17	6:52 AM	Today In Alabama	6a-7a	:30	FLSM1908H	\$175.00 NM
45	09/25/17	09/26/17	NBC Today Show	7-9am	7-9am	MT-----	:30	2	\$115.00 NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17   10/01/17   MT-----                   2       \$115.00									
4	WSFA	M	09/25/17	7:21 AM	NBC Today Show	7-9am	:30	FLSM1908H	\$115.00 NM
3	WSFA	Tu	09/26/17	8:56 AM	NBC Today Show	7-9am	:30	FLSM1908H	\$115.00 NM
52	09/25/17	09/26/17	NBC Today 2	9-10am	9-10am	MT-----	:30	2	\$115.00 NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17   10/01/17   MT-----                   2       \$115.00									
2	WSFA	M	09/25/17	9:58 AM	NBC Today 2	9-10am	:30	FLSM1908H	\$115.00 NM
1	WSFA	Tu	09/26/17	9:28 AM	NBC Today 2	9-10am	:30	FLSM1908H	\$115.00 NM
55	09/25/17	09/26/17	NBC Today Show 3	10-11am	10-11am	MT-----	:30	2	\$75.00 NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17   10/01/17   MT-----                   2       \$75.00									
<b>Spots: #   Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Type</b>									

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

# INVOICE



Send Payment To:

**WSFA  
Regions Bank  
ATTN: Lockbox # 1400  
P.O. Box 11407  
Birmingham, AL 35246-1400**

<u>Invoice #</u> 1808257-2	<u>Invoice Date</u> 10/01/17	<u>Invoice Month</u> October 2017	<u>Invoice Period</u> 09/25/17 - 09/26/17
<u>Advertiser</u> POL/Moore, Roy/Senate	<u>Product</u> ROY MOORE FOR SENATE	<u>Estimate Number</u> 	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
55	09/25/17	09/26/17	NBC Today Show 3	10-11am	MT-----	:30	2	\$75.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA M 09/25/17 10:33 AM NBC Today Show 3 10-11am :30 FL5M1908H \$75.00 NM									
2 WSFA Tu 09/26/17 10:55 AM NBC Today Show 3 10-11am :30 FL5M1908H \$75.00 NM									
62	09/25/17	09/25/17	ENTERTAINMENT TONI 630-7p GHT		M-----	:30	1	\$215.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/17 10/01/17 M----- 1 \$215.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA M 09/25/17 6:56 PM ENTERTAINMENT TONIGHT 630-7p :30 FL5M1908H \$215.00 NM									
68	09/25/17	09/25/17	Tonight Show	1035-1137pm	M-----	:30	1	\$115.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/17 10/01/17 M----- 1 \$115.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA M 09/25/17 11:35 PM Tonight Show 1035-1137pm :30 FL5M1908H \$115.00 NM									
69	09/18/17	09/25/17	The Voice	7-9p	M-----	:30	1	\$900.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/17 10/01/17 M----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WSFA M 09/25/17 7:27 PM The Voice 7-9p :30 FL5M1908H \$900.00 NM									
79	09/26/17	09/26/17	America's Got Talent	7-9pm	-T-----	:30	1	\$750.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/17 10/01/17 -T----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA Tu 09/26/17 America's Got Talent 7-9pm :00 <del>\$750.00</del> NM									
Credited									
85	09/25/17	09/26/17	NBC Today Show	7-9am	MT-----	:30	2	\$115.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/17 10/01/17 MT----- 2 \$115.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA M 09/25/17 8:59 AM NBC Today Show 7-9am :30 FL5M1908H \$115.00 NM									
2 WSFA Tu 09/26/17 7:29 AM NBC Today Show 7-9am :30 FL5M1908H \$115.00 NM									
Total Spots							35		

## Payment Terms 30 Days

<u>Gross Total</u>	\$5,690.00
<u>Agency Commission</u>	\$853.50
Net Amount Due	\$4,836.50

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.